Digital Marketing Verses Traditional Marketing Practices of Branded Mobile Handsets In Marathwada Region of Maharashtra in India

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1. Introduction:

1.1 Introduction to the topic

Digital marketing is a form of marketing that uses the internet and digital technologies to promote products and services to potential customers. It differs from traditional marketing in terms of the channels, strategies, and tools that it employs, such as websites, social media, search engines, mobile apps, and email. Digital marketing offers several advantages over traditional marketing, such as cost-effectiveness, measurability, personalization, and interactivity. Digital marketing is especially relevant for the mobile handset industry, as smartphones have become essential devices for communication, entertainment, and information for billions of people around the world (Chaffey D. & Ellis-Chadwick F. 2019). According to a report by Counterpoint Research, India's smartphone market reached a record 173 million units in 2021, making it the second-largest smartphone market in the world after China (What Is Digital Marketing? A Beginner's Guide | Mailchimp, 2023).

Marathwada is the geographical region of the Maharashtra state of india. It was formed during Nizam's rule and was part of the then Hyderabad State. The region coincides with the Aurangabad division of Maharashtra. It borders the states of Karnataka and Telangana, and it lies to the west of Vidarbha and east of Uttar Maharashtra regions of Maharashtra. The largest city of Marathwada is Aurangabad. Its people speak Marathi and Deccani Urdu (Hyderabadi Urdu) (Marathwada - Wikipedia, 2015).

Marathwada has a total area of 64,590 km2 and had a population of 18.7 million at the 2011 census of India (Marathwada Liberation Day - Wikipedia, 2015). The region has a diverse religious composition, with Hinduism being the majority religion, followed by Islam and Buddhism. Sikhism has a significant presence in Nanded, where one of the most sacred gurdwaras of Sikhism is located (History, 2022).

Marathwada is one of the most backward regions of Maharashtra in terms of economic and social development. It suffers from chronic droughts, water scarcity, poverty, unemployment, illiteracy, and poor infrastructure (Marathwada Liberation Day 2022: History, Significance, and Celebrations - News18, 2022). The region also has a low penetration of mobile handsets compared to other regions of Maharashtra. According to a survey by the Telecom Regulatory Authority of India (TRAI), Marathwada had only 51.8 million wireless subscribers as of December 2020, accounting for 13.6% of the total wireless subscribers in Maharashtra (Marathwada Population 2023)

The main research problem that this thesis aims to address is how digital marketing can be used to enhance the mobile handset market in Marathwada.

1.2 Objectives of the research studies:

The Objectives of the research studies are as follows

- To analyze the product related digital marketing practices of mobile handset market in Marathwada region.
- To analyze the price related digital marketing practices of mobile handset market in Marathwada region.
- To analyze the place related digital marketing practices of mobile handset market in Marathwada region.
- To analyze the promotion related digital marketing practices of mobile handset market in Marathwada region.
- To identify the opportunities and challenges for digital marketing in Marathwada's mobile handset market.
- To propose a digital marketing strategy for improving the awareness, preference, and loyalty of mobile handset customers in Marathwada.

1.3 Hypotheses of the research studies:

The Null Hypotheses of the research studies are as follows

- There is no significant difference between the product related digital marketing practices and traditional marketing practices of mobile handset market in Marathwada region.
- There is no significant difference between the price related digital marketing practices and traditional marketing practices of mobile handset market in Marathwada region.

- There is no significant difference between the place related digital marketing practices and traditional marketing practices of mobile handset market in Marathwada region.
- There is no significant difference between the promotion related digital marketing practices and traditional marketing practices of mobile handset market in Marathwada region.

1.4 Research Questions:

The main research questions are:

- Whether there is any significant difference between the product related digital marketing practices and traditional marketing practices of mobile handset market in Marathwada region?
- Whether there is any significant difference between the price related digital marketing practices and traditional marketing practices of mobile handset market in Marathwada region?
- Whether there is any significant difference between the place related digital marketing practices and traditional marketing practices of mobile handset market in Marathwada region?
- Whether there is any significant difference between the promotion related digital marketing practices and traditional marketing practices of mobile handset market in Marathwada region?
- What are the characteristics and preferences of mobile handset customers in Marathwada?
- What are the best practices and success factors of digital marketing for the mobile handset industry in India and abroad?

- How can digital marketing be applied to increase the market share and customer satisfaction of mobile handset brands in Marathwada?

2. Literature Review:

Digital Marketing and Its Impact on Various Aspects of Mobile Handset Management:

Digital marketing is the use of digital technologies and platforms to promote products or services, communicate with customers, and measure the effectiveness of marketing campaigns. Digital marketing has become an essential tool for businesses in various sectors, including the mobile handset industry, which is one of the fastest-growing and most competitive markets in the world (Kumar, 2019).

The mobile handset industry faces many challenges and opportunities in managing various aspects of its products, such as product development, pricing, distribution, promotion, customer relationship, and brand loyalty. These aspects are influenced by various factors, such as customer preferences, market trends, technological innovations, regulatory policies, and environmental issues. Therefore, mobile handset managers need to understand how digital marketing can help them address these challenges and opportunities and create value for their customers and stakeholders (Hole &Malkar, 2020).

This literature review aims to explore the existing research on digital marketing and its impact on various aspects of mobile handset management. It will identify the key concepts, theories, models, and frameworks that are relevant to the research topic. It will also critically evaluate the strengths and weaknesses

of the previous studies and highlight the gaps and limitations that need to be filled by the thesis.

The literature review will be organized into six sections, corresponding to the six aspects of mobile handset management mentioned above. Each section will review the literature on how digital marketing affects that aspect and provide examples from the Indian context. The Indian market is chosen as a case study because it is one of the largest and most dynamic markets for mobile handsets in the world, and it has witnessed significant changes in digital marketing practices due to factors such as the COVID-19 pandemic (Das, 2020), the rise of ecommerce (Jadhav, 2022), and the emergence of new digital platforms (Singh & Srivastava, 2013). The literature review will conclude with a summary of the main findings and implications for the thesis.

3. Research Methodology:

This section describes the research methodology that will be used to address the main research problem and objectives of this thesis. The research problem is how digital marketing can be used to enhance the mobile handset market in Marathwada. The research objectives are:

- To analyze the current status and trends of digital marketing and mobile handset market in Marathwada.

- To identify the opportunities and challenges for digital marketing in Marathwada's mobile handset market.

- To propose a digital marketing strategy for improving the awareness, preference, and loyalty of mobile handset customers in Marathwada.

3.1. Research Design:

The research design is an empirical study that adopts a quantitative approach to data collection and analyzes it to provide a comprehensive understanding of the research problem (Creswell & Plano Clark, 2017).

3.2. Population and Sample:

The population of this study consists of all mobile handset customers in Marathwada, which is estimated to be around 20 million people (Statista, 2020). The sample size for the quantitative phase is determined by using the formula proposed by Krejcie and Morgan (1970), which gives a sample size of 377 for a population of 20 million with a 95% confidence level and a 5% margin of error.

3.3. Sampling Technique:

The sampling technique for the quantitative phase is stratified random sampling, which involves dividing the population into homogeneous subgroups based on relevant criteria such as age, gender, income, education, and mobile handset brand, and then selecting a random sample from each subgroup proportionally (Saunders et al., 2019).

3.4. Data Collection Methods:

The data collection methods for the quantitative phase are online surveys and secondary data. Online surveys are self-administered questionnaires that are

distributed to the sample via email or social media platforms. The surveys measure the variables of digital marketing and traditional management using metrics such as website traffic, social media engagement, email open rates, clickthrough rates, conversion rates, cost per acquisition, return on investment, customer satisfaction, customer retention, brand awareness, brand recall, brand preference, brand loyalty, market share, sales volume (Chaffey & EllisChadwick, 2019). Secondary data are obtained from reliable sources such as government reports, industry reports, academic journals, and online databases. The secondary data provide information on the current status and trends of digital marketing and the mobile handset market in Marathwada.

3.5. Data Analysis Methods:

The data analysis methods for the quantitative phase are descriptive statistics and inferential statistics. Descriptive statistics summarize the characteristics of the data using measures such as mean, median, mode, standard deviation, frequency, and percentage (Field et al., 2012). Inferential statistics test the hypotheses and relationships between the variables using techniques such as correlation analysis, regression analysis, ANOVA, and t-test (Hair et al., 2019).

The software used for quantitative data analysis is SPSS or SmartPLS.

4. Ethical Considerations:

The ethical considerations for this study are informed consent, confidentiality, anonymity, and data protection. Informed consent means that the participants are fully aware of the purpose, procedures, risks, and benefits of the study and voluntarily agree to participate (Resnik, 2015). Confidentiality means that the personal information of the participants is not disclosed to anyone

without their permission (Kaiser, 2009). Anonymity means that the identity of the participants is not revealed in the study or any publications (Wiles et al., 2008). Data protection means that the data collected from the participants are stored securely and used only for the intended purpose of the study (European Commission, 2018).

5. Scope of the research studies:

The purpose of this thesis is to explore the impact of digital marketing on the traditional management of branded mobile handsets in the Marathwada region, Maharashtra, India. The thesis addresses the main research problem of how digital marketing can be used to enhance the mobile handset market in Marathwada by analyzing the current status and trends, identifying the

opportunities and challenges, and proposing a digital marketing strategy for improving the awareness, preference, and loyalty of mobile handset customers in Marathwada. The research questions that guide this study are based on these specific objectives. The expected outcomes of this research are to provide a comprehensive overview of the digital marketing and mobile handset market in Marathwada, to identify the key factors that influence the adoption and effectiveness of digital marketing in Marathwada's mobile handset market, and to propose a digital marketing strategy that is tailored to the needs and preferences of mobile handset customers in Marathwada. The contributions of this research are to fill the gap in the literature on digital marketing and the mobile handset market in Marathwada, which is an emerging and under-researched region in India, to provide practical implications and recommendations for mobile handset marketers and managers who want to leverage digital marketing to enhance their brand performance and customer loyalty in Marathwada, and to contribute to the theoretical development and advancement of digital marketing as a field of study. The limitations of this research are related to the generalizability, reliability, validity, feasibility, and applicability of the findings and the proposed strategy. The directions for future research are to extend, complement, evaluate, and test the study in other regions or countries, using other data collection and analysis methods, and measuring the effectiveness and impact of the proposed strategy on the mobile handset market performance and customer loyalty in Marathwada.

6. Chapter Scheme of the research work

The probable research work will go in the following direction. The chapter scheme of the present research work is as follows

6.1 Introduction
6.2 Review of Literature
6.3 Research Design

6.4 Data Analysis and Interpretation

6.5 Findings, Conclusions and Suggestions

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